



U.S Department of Transportation
Office of Public Affairs
1200 New Jersey Ave., S.E.
Washington, DC 20590
www.dot.gov/affairs/briefing.htm

News

Tuesday, September 14, 2010

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U.S. Transportation Secretary Ray LaHood Announces Agenda for Second National Distracted Driving Summit

Washington, DC – U.S. Transportation Secretary Ray LaHood today announced the agenda for the second national Distracted Driving Summit to be held on September 21st, 2010 in Washington, DC. Building on the success of last year's summit, Secretary LaHood will convene leading transportation officials, safety advocates, law enforcement, industry representatives, researchers and victims affected by distraction-related crashes to address challenges and identify opportunities for national anti-distracted driving efforts. U.S. Labor Secretary Hilda Solis, U.S. Senator Jay Rockefeller and U.S. Senator Amy Klobuchar will also speak at the summit.

“Thousands of people are killed or injured every year in accidents caused by distracted drivers,” said Secretary LaHood. “One year after our first national Distracted Driving Summit, we will reconvene to take stock of our progress and reassess the challenges and opportunities that lie ahead. I look forward to hearing insights from our distinguished panelists and guests, and know that by working together, we will save lives.”

The 2010 Distracted Driving Summit will be live webcast at www.distraction.gov, enabling the participation of people around the country. Secretary LaHood is encouraging those who can't attend in person – particularly students and classrooms of young drivers – to tune in and help put an end to distracted driving in their communities. People watching the summit via webcast can also submit questions for panelists in advance by emailing DDSummit@dot.gov and indicating which panel the question is for in the subject line. Questions should be submitted by close of business on Monday, September 20.

Members of the media should RSVP to DDSummit@dot.gov with the subject line “Media RSVP,” in order to obtain credentials and ensure they receive any additional information released prior to the summit.

The full agenda is below. To learn more about the Department of Transportation's efforts to stop distracted driving, please visit www.distracted.gov.

**U.S. Department of Transportation
2010 Distracted Driving Summit
Washington, DC
Tuesday, September 21, 2010
Subject to Change**

- 8:00 a.m. Registration Opens**
- 9:00 a.m. DOT Welcome and Summit Opening**
Peter Appel, Administrator, Research and Innovative Technology Administration
- 9:10 a.m. Opening Address**
Ray LaHood, Secretary, U.S. Department of Transportation
- 9:25 a.m. Distracted Driving as an Occupational Safety Issue**
Hilda L. Solis, Secretary, U.S. Department of Labor
- 9:40 a.m. Remarks**
(Introduction by David Strickland, Administrator, National Highway Traffic Safety Administration)

Senator Jay Rockefeller, West Virginia
Senator Amy Klobuchar, Minnesota
- 10:15 a.m. Distracted Driving – A Year of Action**
Panel discussion on the steps taken in the past year in legislation, regulation, technology, and research.

Moderator: Janet Froetscher, President, National Safety Council

Legislation: Molly Ramsdell, DC Office Co-Director, National Council of State Legislatures

Regulation: Katie Thomson, Counselor to the Secretary, U.S. Department of Transportation

Research: Dr. Dan McGehee, Director, Human Factors & Vehicle Safety Research Division, University of Iowa

Law Enforcement: Officer Shannon Trice, Syracuse Police Department

11:35 p.m. Addressing Distracted Driving Across the Modes of Transportation
John D. Porcari, Deputy Secretary, U.S. Department of Transportation

11:50 a.m. Lunch Presentation: Public Service Ads: What Does and Does Not Work
Tripp Frohlichstein, President, MediaMasters, Inc.

1:10 p.m. Communications and Media
Panel discussion on the use of communications and media to combat distracted driving.

Moderator: Terry Holt, Partner, HDMK

Social Media: Reaching the Younger Generation and Beyond: Joe Rospars, Founding Partner, BSD

Marketing/Advertising Using Traditional Media: Al Moffatt, President and CEO, Worldwide Partners, Inc.

Media Relations/Earned Media: Madalene Milano, Partner, GMMB

2:30 p.m. Break

2:40 p.m. Confronting the Distracted Driving Challenge Moving Forward
Panel discussion on the steps that should be taken moving forward, focusing on employer/carrier policies, technology, legislation/regulation, and research.

Moderator: Robert Rivkin, General Counsel, U.S. Department of Transportation

Employer/Carrier Policies: Don Osterberg, Senior Vice President, Schneider National

Technology: Dr. Linda Angell, Research Scientist, Virginia Tech Transportation Institute

Legislation/Regulation: Barbara Harsha, Executive Director, Governors Highway Safety Association

Research Priorities Moving Forward: John Maddox, Associate Administrator for Applied Research, National Highway Traffic Safety Administration

4:00 p.m.

Remarks

Jennifer Smith, President and Founder, FocusDriven

4:15 p.m.

Closing Remarks

Ray LaHood, Secretary, U.S. Department of Transportation

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